

2D Animation Video Production

Despite the rise of 3D, virtual reality (VR), and augmented reality (AR), 2D animation video production remains one of the most powerful storytelling tools. Whether it's explainer videos, brand promos, or educational content, 2D animation delivers visual clarity, emotional resonance, and cost-effectiveness.

As we head into 2025, this medium is evolving rapidly. Powered by new tools, technologies, and audience expectations, 2D motion graphics and animation continue to adapt. Whether you're an animation company, creative agency, or business owner, understanding these trends is key to staying relevant.



1. AI-Assisted Animation is Changing the Game

Primary keyword: 2D animation video production

Secondary keyword: AI in animation

Artificial Intelligence (AI) is transforming every creative industry—and 2D animation is no exception. In 2025, AI tools like Adobe Firefly, RunwayML, and DeepMotion are speeding up workflows. These platforms help animators generate in-betweens, backgrounds, or lip-syncing in seconds, reducing manual effort.

Why it matters:

- Saves time on repetitive tasks
- Enables focus on creative storytelling
- Makes production more accessible to smaller teams

Pro Tip: AI can assist—but not replace—creative direction. Treat AI as a helpful assistant, not a replacement for creativity.

External Resource: Runway ML – Creative AI Tools

2. Hand-Drawn Aesthetics Are Making a Comeback

In the age of automation, there's a growing appreciation for hand-drawn 2D animation. Brands are seeking authenticity and originality, and frame-by-frame animation brings that human touch.

Popular use cases:

- Brand storytelling videos
- Personalized explainer videos
- Children's educational content

In 2025, expect a rise in hybrid animation: where digital techniques mimic hand-drawn artistry—giving a unique nostalgic appeal.

3. Explainer Videos Remain a Business Essential

Primary keyword: animation video for business

Secondary keyword: custom animated video

Even in 2025, businesses rely heavily on 2D animated explainer videos for:

- Onboarding
- Product launches
- Internal training

SaaS walkthroughs

The trend is towards short, value-packed content that gets to the point in 60-90 seconds. These animations are now more interactive and data-driven than ever before.

Related Guide: HubSpot – Why Explainer Videos Work

4. Mobile-First 2D Animations for Social Media

As short-form video continues to dominate platforms like Instagram, TikTok, and LinkedIn, mobile-optimized 2D motion graphics are crucial.

Features that work best:

- 9:16 vertical format
- Bright colors and bold fonts
- Subtitles and sound effects

In 2025, most successful content will be made with social-first storytelling in mind—not repurposed from traditional formats.

5. Remote Collaboration Becomes Standard

Thanks to tools like Figma, Notion, Frame.io, and Toon Boom Cloud, animation production is more global than ever. Distributed teams can now co-create across time zones.

Advantages of remote 2D animation production:

- Access to international talent
- Faster iteration with cloud-based tools
- Better project visibility for clients

Resource: Toon Boom Harmony Cloud

6. Animated eLearning Content Gains Momentum

Primary keyword: animated videos for elearning

Secondary keyword: health and safety training

Animated learning continues to rise, especially in:

- School/university curriculum
- Corporate training
- Healthcare and safety education

In 2025, 2D animation will increasingly feature in microlearning, gamified content, and animated infographics for better knowledge retention.

Example:

Animated HSE training videos or PPE safety animations are engaging alternatives to dull presentations.

Case Study: eLearning Industry – Animation in Learning

7. Story-Driven Animation for Emotional Engagement

In a noisy digital world, storytelling remains the strongest way to build connection. More brands are investing in narrative-driven 2D animations that:

- Evoke empathy
- Simplify complex ideas
- Stay memorable

Motion design studios are using emotive characters, voiceovers, and cinematic scoring to create strong emotional journeys.